



WEWS

ORDER

Print Date 10/15/12

Page 1 of 5

Flight Dates **10/09/12-10/15/12**

Contract / Revision **306621 /**

Original Date / Revision
08/01/12 10/13/12

Advertiser **Service Employee Internatio**

Agency **Waterfront Strategies**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product
SEIU Cleveland 10.9-10.15.12

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1497**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	69	\$107,333.75	\$126,275.00	0.00	10/01/12	10/15/12	69	\$107,333.75	\$126,275.00
Totals	69	\$107,333.75	\$126,275.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
N 1	WEWS	10/09/12	10/15/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	3	\$900.00	P-1	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					2	\$900.00		0.00			
		Week: 10/15/12	10/21/12	M-----					1	\$900.00		0.00			
N 2	WEWS	10/09/12	10/15/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	2	\$900.00	P-1	0.00	NM	3	\$2,700.00



WEWS

Print Date: 10/15/12

Page 2 of 5

Contract / Revision **306621** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 08/01/12/ 10/13/12

Order Sep 00:20:00

Advertiser **Service Employee Internati** Product **SEIU Cleveland 10.9-10.15.1** Estimate # **1497**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WEWS	10/09/12	10/15/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	2	\$900.00	P-1	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	- TWTF--		2		\$900.00		0.00					
		Week: 10/15/12	10/21/12	M-----		1		\$900.00		0.00					
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		3	WEWS	10/15/12-10/21/12	M-F GMA 7-9a	7-9a	M-----	:30		\$900.00		0.00	NM		
N 3	WEWS	10/09/12	10/15/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	1	\$575.00	P-1	0.00	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	-----S-		1		\$575.00		0.00					
		Week: 10/15/12	10/21/12	-----		0		\$0.00		0.00					
N 4	WEWS	10/09/12	10/15/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	-----S-		1		\$775.00		0.00					
		Week: 10/15/12	10/21/12	-----		0		\$0.00		0.00					
N 5	WEWS	10/09/12	10/15/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	-----S		1		\$775.00		0.00					
		Week: 10/15/12	10/21/12	-----		0		\$0.00		0.00					
N 6	WEWS	10/09/12	10/15/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	3	\$775.00	P-1	0.00	NM	4	\$3,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	- TWTF--		3		\$775.00		0.00					
		Week: 10/15/12	10/21/12	M-----		1		\$775.00		0.00					
N 7	WEWS	10/09/12	10/15/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	3	\$775.00	P-1	0.00	NM	3	\$2,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	- TWTF--		2		\$775.00		0.00					
		Week: 10/15/12	10/21/12	M-----		1		\$775.00		0.00					
N 8	WEWS	10/09/12	10/15/12	M-F 12-1230pm News M-F 12-1p News	CM	12-1p	MTWTF--	:30	3	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	- TWTF--		3		\$1,000.00		0.00					
		Week: 10/15/12	10/21/12	M-----		1		\$1,000.00		0.00					
N 9	WEWS	10/09/12	10/15/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	4	\$1,200.00	P-1	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	- TWTF--		3		\$1,200.00		0.00					
		Week: 10/15/12	10/21/12	M-----		1		\$1,200.00		0.00					
N 10	WEWS	10/09/12	10/15/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	3	\$1,100.00	P-1	0.00	NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	- TWTF--		3		\$1,100.00		0.00					
		Week: 10/15/12	10/21/12	M-----		1		\$1,100.00		0.00					
N 11	WEWS	10/09/12	10/15/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	4	\$1,600.00	P-1	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	- TWTF--		4		\$1,600.00		0.00					
		Week: 10/15/12	10/21/12	M-----		1		\$1,600.00		0.00					



WEWS

Print Date: 10/15/12

Page 3 of 5

Contract / Revision **306621** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 08/01/12/ 10/13/12

Order Sep 00:20:00

Advertiser **Service Employee Internati** Product **SEIU Cleveland 10.9-10.15.1** Estimate # **1497**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 11	WEWS	10/09/12	10/15/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	4	\$1,600.00	P-1	0.00 NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	M-----					1	\$1,600.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
5	WEWS	10/15/12-10/21/12		M-F 5-6p News		5-6p	M-----	:30		\$1,600.00		0.00 NM		
N 12	WEWS	10/09/12	10/15/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	\$2,000.00	P-1	0.00 NM	4	\$8,000.00
Week:		10/08/12	10/14/12	-TWTF--					3	\$2,000.00		0.00		
Week:		10/15/12	10/21/12	M-----					1	\$2,000.00		0.00		
4	WEWS	10/15/12-10/21/12		M-F 6-630p News		6-630p	M-----	:30		\$2,000.00		0.00 NM		
N 13	WEWS	10/09/12	10/15/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF--	:30	2	\$2,200.00	P-1	0.00 NM	2	\$4,400.00
Week:		10/08/12	10/14/12	-TWTF--					2	\$2,200.00		0.00		
1	WEWS	10/08/12-10/14/12		M-Su 630-7p WNT		630-7p	-TWThF----	:30		(\$2,200.00)		0.00 NM		
See MG 13.3,13.4 [N/A]														
2	WEWS	10/08/12-10/14/12		M-Su 630-7p WNT		630-7p	-TWThF----	:30		(\$2,200.00)		0.00 NM		
See MG 13.3,13.4 [N/A]														
3	WEWS	10/09/12-10/12/12		M-Su 630-7p WNT		630-7p	-TWThF----	:30		\$2,200.00		0.00 NM		
Ⓜ MG for 13.2,13.1														
4	WEWS	10/09/12-10/12/12		M-Su 630-7p WNT		630-7p	-TWThF----	:30		\$2,200.00		0.00 NM		
Ⓜ MG for 13.2,13.1														
Week:		10/15/12	10/21/12	-----					0	\$0.00		0.00		
N 14	WEWS	10/09/12	10/15/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,400.00	P-1	0.00 NM	1	\$1,400.00
Week:		10/08/12	10/14/12	-----S					1	\$1,400.00		0.00		
Week:		10/15/12	10/21/12	-----					0	\$0.00		0.00		
N 15	WEWS	10/09/12	10/15/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	3	\$1,300.00	P-1	0.00 NM	4	\$5,200.00
Week:		10/08/12	10/14/12	-TWTF--					3	\$1,300.00		0.00		
Week:		10/15/12	10/21/12	M-----					1	\$1,300.00		0.00		
N 16	WEWS	10/09/12	10/15/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	3	\$1,300.00	P-1	0.00 NM	4	\$5,200.00
Week:		10/08/12	10/14/12	-TWTF--					3	\$1,300.00		0.00		
Week:		10/15/12	10/21/12	M-----					1	\$1,300.00		0.00		
4	WEWS	10/15/12-10/21/12		M-F 730-8P		730-8p	M-----	:30		\$1,300.00		0.00 NM		
N 17	WEWS	10/09/12	10/15/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$9,000.00	P-1	0.00 NM	1	\$9,000.00
Week:		10/08/12	10/14/12	-T-----					1	\$9,000.00		0.00		
Week:		10/15/12	10/21/12	-----					0	\$0.00		0.00		
N 18	WEWS	10/09/12	10/15/12		CM	8-9p	--W----	:30	1	\$7,000.00	P-1	0.00 NM	1	\$7,000.00



WEWS

Print Date: 10/15/12

Page 4 of 5

Contract / Revision **306621** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 08/01/12/ 10/13/12

Order Sep 00:20:00

Advertiser **Service Employee Internati** Product **SEIU Cleveland 10.9-10.15.1** Estimate # **1497**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
Wednesday Prime A Wednesday Prime A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----			1			\$7,000.00		0.00			
Week:		10/15/12	10/21/12	-----			0			\$0.00		0.00			
N 19	WEWS	10/09/12	10/15/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S			1			\$7,000.00		0.00			
Week:		10/15/12	10/21/12	-----			0			\$0.00		0.00			
N 20	WEWS	10/09/12	10/15/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	2	\$1,400.00	P-1	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--			2			\$1,400.00		0.00			
Week:		10/15/12	10/21/12	M-----			1			\$1,400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WEWS	10/15/12-10/21/12		M-F 1135p-1202a Nightline		1135p-1207x	M-----	:30		\$1,400.00		0.00	NM		
N 21	WEWS	10/09/12	10/15/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	2	\$2,700.00	P-2	0.00	NM	4	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF-S			3			\$2,700.00		0.00			
Week:		10/15/12	10/21/12	M-----			1			\$2,700.00		0.00			
N 22	WEWS	10/09/12	10/15/12	M-F Right This Minute M-F 106a-206a	CM	106a-206a	MTWTF--	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--			1			\$250.00		0.00			
Week:		10/15/12	10/21/12	-----			0			\$0.00		0.00			
N 23	WEWS	10/09/12	10/15/12	Criminal Minds Sa Criminal Minds	CM	1135p-105x	-----S-	:30	1	\$525.00	P-1	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-			1			\$525.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WEWS	10/08/12-10/14/12		Criminal Minds		1135p-105x	-----Sa--	:30		(\$525.00)		0.00	NM		
See MG 23.2															
[N/A DUE PGM CHG - TO PLACE - SA/SU CRIMINAL MINDS LATE]															
2	WEWS	10/08/12-10/14/12		SA 12a-1a CSI Miami Late		12a-1a	-----Sa--	:30		\$525.00		0.00	NM		
Ⓜ MG for 23.1 10/13															
Week:		10/15/12	10/21/12	-----			0			\$0.00		0.00			
N 24	WEWS	10/15/12	10/15/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	M-----	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----			1			\$950.00		0.00			
N 25	WEWS	10/09/12	10/15/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----			0			\$0.00		0.00			
Week:		10/15/12	10/21/12	M-----			1			\$850.00		0.00			
N 26	WEWS	10/09/12	10/15/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----			0			\$0.00		0.00			
Week:		10/15/12	10/21/12	M-----			1			\$2,500.00		0.00			



WEWS

Print Date: 10/15/12

Page 5 of 5

Contract / Revision **306621** Flight Dates **10/09/12-10/15/12** Hiatus Dates
 Original Date / Revision 08/01/12/ 10/13/12 Order Sep 00:20:00
 Advertiser **Service Employee Internati** Product **SEIU Cleveland 10.9-10.15.1** Estimate # **1497**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N27	WEWS	10/09/12	10/15/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00			
		Week: 10/15/12	10/21/12	M-----		1				\$1,500.00		0.00			
N28	WEWS	10/12/12	10/12/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--		1				\$6,000.00		0.00			
N29	WEWS	10/09/12	10/15/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTFSS	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00			
		Week: 10/15/12	10/21/12	M-----		1				\$3,000.00		0.00			
N30	WEWS	10/12/12	10/12/12	Friday Prime B Friday Prime B	CM	9-10p	----F--	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--		1				\$6,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WEWS	10/08/12-10/14/12	Friday Prime B		9-10p	----F--	:30		(\$6,000.00)		0.00	NM		
		See MG 30.2 [N/A DUE PROGRAM NAME REMOVE TO PLACE - FRIDAY PRIME B]													
	2	WEWS	10/08/12-10/14/12	Friday Prime B		9-10p	----F--	:30		\$6,000.00		0.00	NM		
		Ⓜ MG for 30.1 10/12													
N31	WEWS	10/09/12	10/15/12	Sunday Prime A Sunday Prime A	CM	7-8p	-----S	:30	1	\$6,850.00	P-2	0.00	NM	1	\$6,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$6,850.00		0.00			
		Week: 10/15/12	10/21/12	-----		0				\$0.00		0.00			
N32	WEWS	10/09/12	10/15/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00			
		Week: 10/15/12	10/21/12	M-----		1				\$1,500.00		0.00			
Totals														69	\$126,275.00